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The Information Resource Center (IRC) of U.S. Embassy in Bangkok is pleased to offer a select list of current online reports, documents, and websites on *Technology and Innovations for Youth* from top think-tanks and non-governmental organizations (NGOs). Full texts are available at your fingertips by clicking the links provided or by copying the URL address into your Internet browser. Current and back issues of *Web Alert* are also available in our homepage at <http://bangkok.usembassy.gov/resources/web-alert.html>.

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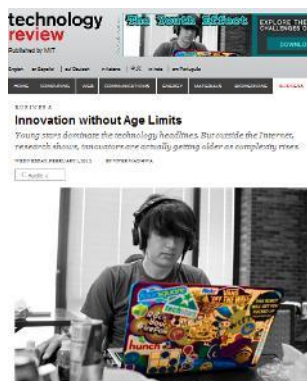
We welcome your questions, comments, and suggestions by email at irc@state.gov or by phone at 02-205-4174.

WEB ALERT

"TECHNOLOGY AND INNOVATIONS FOR YOUTH"

APRIL 2012

ARTICLES & REPORTS



"Innovation without Age Limits"

[Vivek Wadhwa](#). *Technology Review*, March/April 2012, 2 pages.

The author, Vice President of Academics and Innovation at Singularity University, explores the expectations and challenges of young technology entrepreneurs, focusing on why their innovative ideas don't lead to breakthrough technologies or successful companies.

Full text currently available at: <http://goo.gl/XJh6o>

"Amidst a Mobile Revolution in Schools, Will Old Teaching Tactics Work?"

[Tina Barseghian](#). *Spotlight on Digital Media and Learning*, March 30, 2012, 4 pages.

Are traditional teaching practices changing to adapt and fully take advantage of what mobile devices have to offer? What lasting effect will these technologies have on the "formal" learning equation? The author examines the promise and practice of mobile learning in the classroom today.

Full text currently available at: <http://goo.gl/wbE6s>

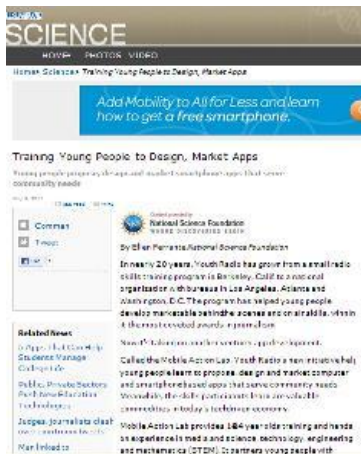


"A New Generation of App Developers"

[Gigi Douban](#). *National Public Radio*, October 10, 2011, 3 pages.

The author, a journalist, discusses the emergence of creative and youthful app developers and chronicles a middle school student who built an app to help him stay organized in the coming year, and the revelation that more and more young people are developing their own creative solutions to problems.

Full text currently available at: <http://goo.gl/It1hV>



"Training Young People to Design, Market Apps"

Ellen Ferrante. ***U.S. News and World Report***, May 9, 2011, 3 pages.

The author, National Science Foundation, explores the Mobile Action Lab, Youth Radio's new initiative that helps young people learn to propose, design and market computer and smartphone-based apps that serve community needs, and how it provides a network between young people, especially low income youth and youth of color, with tech developers, engineers, and entrepreneurs.

Full text currently available at: <http://goo.gl/twMze>

WEB RESOURCES

The Brookings Institution - Technology and Development

<http://www.brookings.edu/topics/technology-and-development.aspx>

The Brookings Institution is a nonprofit organization devoted to independent research and innovative policy solutions. For more than 90 years, Brookings has analyzed current and emerging issues and produced new ideas that matter—for the nation and the world.

MacArthur Foundation – Digital Media and Learning

<http://www.macfound.org/programs/learning/>

The John D. and Catherine T. MacArthur Foundation is an independent foundation. MacArthur's grantmaking aims to determine how digital media are changing the way young people learn, play, socialize, and participate in civic life.

mobileYouth

<http://www.mobileyouth.org>

Founded in 2001, mobileYouth is a research advisory firm that helps companies understand and connect with youth to develop better customer insights, innovation and marketing.

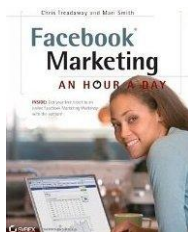
National Science Foundation

<http://www.nsf.gov>

Created by U.S. Congress in 1950, the National Science Foundation is an independent federal agency whose mission includes support for all fields of fundamental science and engineering.

NOW AVAILABLE AT THE IRC!

These resources on digital media and social networking are readily available at the IRC for your research and pleasure – **free of charge!** All you need to do is become our member, and that's free, too! Simply call 02-205-4174 or write irc@state.gov for more details on our membership policy.



Facebook Marketing: An Hour a Day

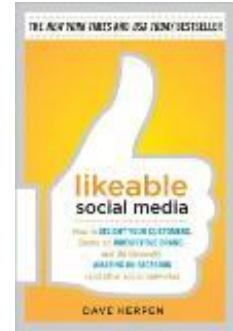
Treadaway, Chris

Packed with smart tactics and invaluable tips, this unique book shows you how to leverage everything Facebook has to offer, from events and applications to pay-per-click advertising, analytics, Facebook Connect, and much more.

Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)

Kerpen, Dave

Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word.



Marketing to the Social Web: How Digital Customer Communities Build Your Business

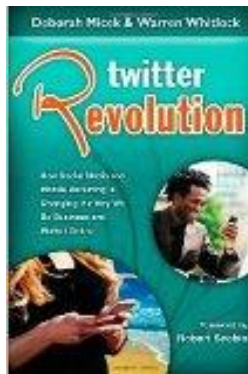
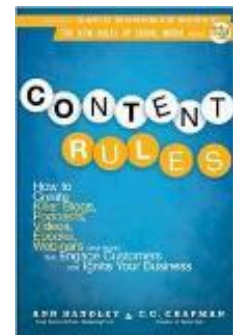
Weber, Larry

Marketing to the Social Web helps marketers and their companies understand how to engage customers, build customer communities, and maximize profits in a time of marketing confusion. Author and social media guru Larry Weber describes newly available tools and platforms, and shows readers how to apply them to see immediate results and growth.

Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business

Handley, Ann

Content Rules equips you for online success with a one-stop source on the art and science of developing marketing content that people care about, with case studies of companies that successfully spreading their ideas online-and using them to establish credibility and build a loyal customer base.



Twitter Revolution: How Social Media and Mobile Marketing is Changing the Way We Do Business & Market Online

Micek, Deborah/Whitlock, Warren

This book gives you the best tips, resources and strategies to guide your success on Twitter at an accelerated pace. It was designed to help show everyone from the small business owner to the CEO of a large corporation; from work at home moms to politicians in Washington, DC how they can participate in the fastest growing social network and micro-blogging revolution taking place right now.

The Social Network (DVD)

In a fury of blogging and programming, what begins in computer programming genius Mark Zuckerberg's dorm room soon becomes a global social network and a revolution in communication. A mere six years and 500 million friends later, Zuckerberg is the youngest billionaire in history, but for this entrepreneur, success leads to both personal and legal complications.



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